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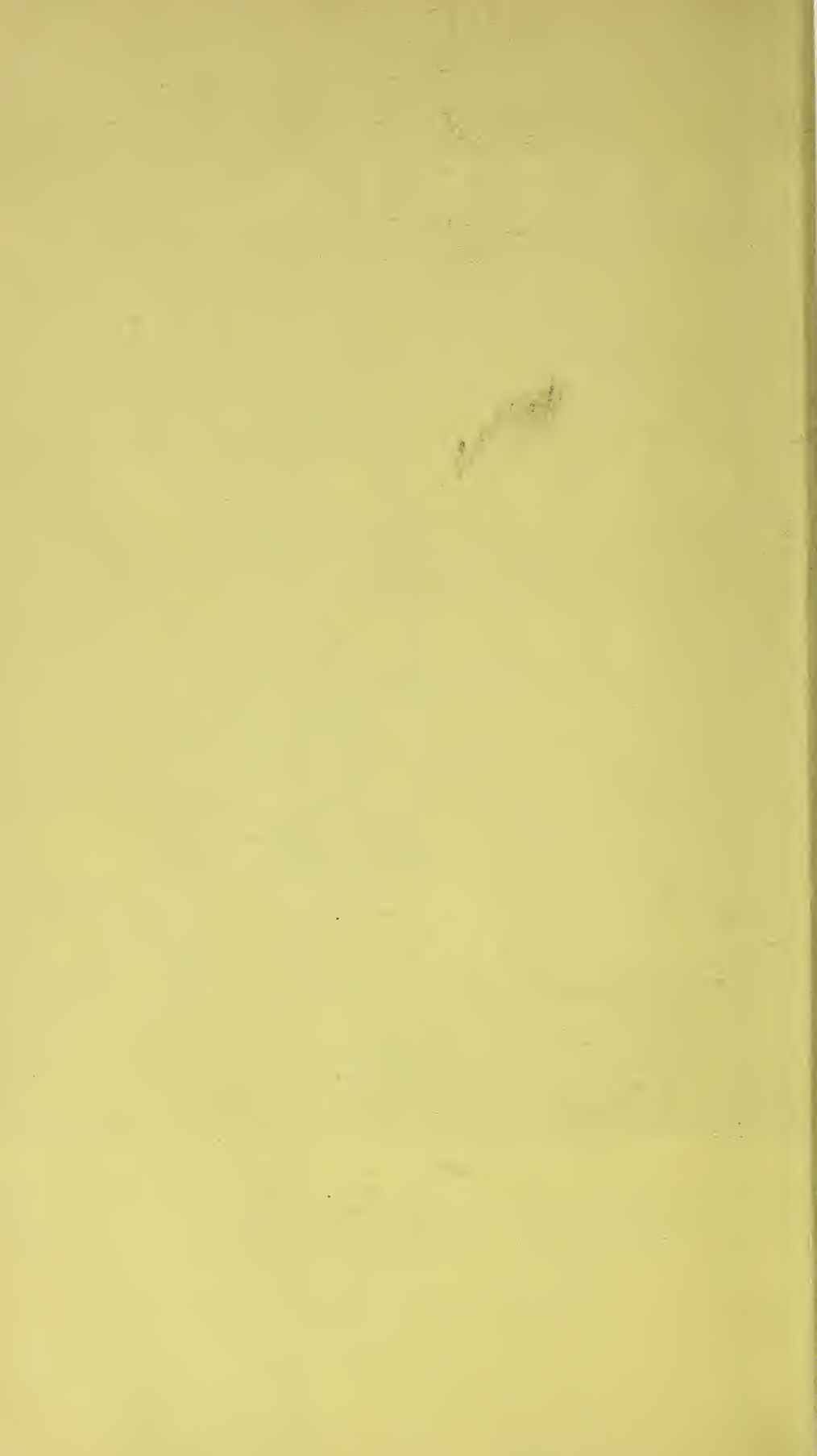
# MATERIALS FOR CONSUMER EDUCATION



*A Selected Bibliography*

no. 10





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# M A T E R I A L S F O R C O N S U M E R E D U C A T I O N

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## *A Selected Bibliography*

Prepared by Consumers' Counsel Division  
United States Department of Agriculture

CONSUMERS' COUNSEL SERIES . . . PUBLICATION NO. 10

FOR SALE BY SUPERINTENDENT OF DOCUMENTS, WASHINGTON, D. C.

PRICE 10 CENTS

MAY 1941

## *Acknowledgments*

This bibliography was compiled by Reign S. Hadsell of the Consumers' Service Section, with the assistance of Luther Hemmons of the Consumer Standards Project, Work Projects Administration, Official Project No. 101-2-26-68.

The Consumers' Counsel Division takes this opportunity to express its appreciation for the cooperation given by the many agencies which furnished information for this publication.





## FOREWORD

THIS PAMPHLET was prepared for the use of Department of Agriculture workers as a guide to recent publications on methods of consumer education. In many cases, materials describing methods of instruction also contain subject-matter information on commodities and specific consumer buying problems. It is therefore difficult to list bulletins on methods without including other types of material. However, the emphasis in the present bibliography has been on materials dealing with methodology or illustrating types of approach to consumer education. Care has been taken to get as wide a variety of approaches to the subject as possible, but no responsibility can be assumed for the information or points of view expressed.

Many governmental and other agencies issue, in addition to the bulletins listed here, materials on the selection and utilization of consumer goods and services. A compilation of publications of this type has been made in the *Consumers' Bookshelf*, a 100-page bibliography issued by the Consumers' Counsel Division in December 1937.<sup>1</sup> Multigraphed supplements including more recent materials are issued from time to time.

Special effort has been made to check the availability of pamphlets before listing them here. It should be kept in mind that the supplies of such publications are often rapidly exhausted.

Teachers and publishers are invited to send copies of new materials to the Consumers' Counsel Division, U. S. Department of Agriculture, Washington, D. C., for consideration with a view to listing them in revisions of this bibliography.

All bulletins ordered from the Superintendent of Documents should be paid for by check or money order, or by coupons sold in sets of 20 for \$1.00 by the Superintendent of Documents and good until used. Currency may be sent at the sender's risk. Postage stamps will not be accepted.

DONALD E. MONTGOMERY, *Consumers' Counsel*.

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<sup>1</sup> Limited supply available from Superintendent of Documents, Washington, D. C., 15 cents.

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# MATERIALS FOR CONSUMER EDUCATION

## I. FEDERAL GOVERNMENT AGENCIES

### *Consumers' Counsel Division, U. S. Department of Agriculture*

1. CONSUMERS' GUIDE. An illustrated bulletin, appearing 20 times a year, containing articles and data designed to aid consumers in understanding changes in prices and costs of foods and farm commodities, and in making wise and economical purchases; to acquaint consumers with efforts being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures; and to interpret to consumers the purposes and operation of the farm programs. Occasional articles describe methods of consumer education in school and adult groups.

A total of 150,000 copies of each issue of the *Guide* is available for official free distribution. Additional copies may be purchased from the Superintendent of Documents, Washington, D. C. for 5 cents each, or by subscription 50 cents a year, domestic; 80 cents a year, foreign. (Postage stamps will not be accepted in payment.)

Inquiries regarding *Consumers' Guide* should be addressed to: Consumers' Counsel Division, U. S. Department of Agriculture, Washington, D. C.

2. CONSUMERS' BOOKSHELF. Consumers' Counsel Series Publication No. 4. 1937, pp. 100. Address: Superintendent of Documents, Washington, D. C. 15c. (For annotation see Sec. XV—Bibliographies, p. 39.)
3. COOPERATIVE BOOKSHELF. Consumers' Counsel Series Publication No. 3. 1937, pp. 13. Address: Superintendent of Documents, Washington, D. C. 5c. (For annotation see Sec. XV—Bibliographies, p. 39.)

For a more complete list of publications of the Consumers' Counsel Division see the Appendix, p. 41.

## *Office of the Bituminous Coal Consumers' Counsel*

1. MARKETING, CONSERVATION AND PURCHASING INFORMATION FOR CONSUMERS. Study Materials on Bituminous Coal, Unit II-A. 1939, pp. 28, mimeo. Address: Office of the Bituminous Coal Consumers' Counsel, Washington, D. C. Free.

Prepared for use in secondary-school and college classes in consumer education, economic geography, and other social sciences. Contains a map showing the coal resources in the United States, and chapters on the operation of the coal industry, on distribution methods and how they affect consumers, and on purchasing coal for maximum efficiency. References and questions for study are included.

2. THE COAL IN YOUR BIN. Study Materials on Bituminous Coal, Unit II-B, prepared by the Office of the Bituminous Coal Consumers' Counsel. 1940, pp. 24, illus. Address: Superintendent of Documents, Washington, D. C. 10c.

A simple and nontechnical study unit for use in adult education classes. Discusses and gives questions for study on how coal is produced and distributed, how the government helps the coal industry, how to select coal for maximum efficiency and how the government helps coal consumers.

3. KNOW YOUR COAL. For information on this film see Sec. VIII—Motion Pictures and Film Strips, p. 23.



# *United States Office of Education, Federal Security Agency*

1. CONSUMER BUYING IN THE EDUCATIONAL PROGRAM FOR HOMEMAKING. Vocational Education Bulletin No. 182. 1935, pp. 205. Address: Superintendent of Documents, Washington, D. C. 20c.

Contains a discussion of the need for education in consumer-buying, and its relation to other aspects of homemaking education; suggestions for consumer-buying at the secondary-school level with illustrations of units used in the eighth, ninth, and eleventh grades; suggestions for consumer-buying education for adults. Outlines 14 major objectives for education in consumer-buying, giving suggestions for unit content, illustrations of pupil experiences, and selected references for each objective. A classified bibliography of books, pamphlets, and magazine articles on commodities and services is included.

2. SOCIOECONOMIC RESEARCH ABSTRACT SERIES. The Home Economics Education Service has prepared a series of illustrated summaries and discussions from recent research reports by governmental and other agencies indicating some of the ways in which such information bears on family living and the teaching of home economics. The bulletins in this series are generally 20 to 40 pages in length. Their titles are descriptive of their content. Six publications in the series are now available but all of them are listed below for the information of teachers. Address: Home Economics Education Service, U. S. Office of Education, Federal Security Agency, Washington, D. C. Free until supply is exhausted.

- (a) SOCIAL AND ECONOMIC INFORMATION NEEDS IN HOME ECONOMICS EDUCATION. Misc. 2230-1-A. September 1939, pp. 12.
- (b) SOURCES OF REPORTS, ABSTRACTS, SUMMARIES AND NEWS NOTES ON SOCIOECONOMIC RESEARCH OF INTEREST IN HOME ECONOMICS EDUCATION. Misc. 2230-1-B. August 1939, pp. 23.
- (c) FAMILY INCOME DISTRIBUTION AS A GUIDE IN PLANNING HOME ECONOMICS TEACHING PROGRAMS with comment on the use of related reports on consumer expenditures and the cost of living. Misc. 2230-2. August 1939, pp. 38.

- (d) FAMILY ADJUSTMENT TO CHANGES IN INCOME. Misc. 2230-4. January 1940, pp. 27.
- (e) ATTAINABLE LEVELS OF LIVING: THEIR RELATION TO PRICE LEVELS AND FAMILY INCOME. Misc. 2230-3. September 1940, pp. 67.
- (f) FOOD EXPENDITURES AND NUTRITIVE QUALITY OF DIETS OF URBAN FAMILIES with comment as to similar data for rural families. Misc. 2230-5. (In press.)
- (g) THE ECONOMIC STATUS OF THE AGED AND SOCIAL PROGRAMS FOR THEIR SUPPORT Misc. 2230-6. (In press.)
- (h) ANNOTATED BIBLIOGRAPHY ON HOUSING FOR USE IN HOME ECONOMICS EDUCATION. Misc. 2230-7. August 1940, pp. 41.

## II. COURSES OF STUDY AND OTHER TEACHING AIDS

### *(A) State*

#### IOWA

SUGGESTED MATERIAL FOR TEACHING CONSUMER BUYING IN SECONDARY SCHOOLS, by Home Economics Division, Iowa State College. 1935, pp. 43, mimeo. Address: College Bookstore, Ames, Iowa. 35c.

Sources of information on consumer goods; units on clothing, textile fabrics, cosmetics, soap, paints and varnishes, household utensils, food products, and children's toys. Statement of objectives, student activities and problems, suggestions for arousing the interest of students, and list of references.

#### KANSAS

CONSUMER BUYER UNITS IN FOODS, by Gertrude E. Allen, Martha S. Pittman, and Lucile O. Rust. Address: Extension Service, Kansas State College of Agriculture and Applied Science, Manhattan, Kans. Free.

Gives detailed plans for units of instruction on (1) how to be an intelligent buyer of foods; and (2) how to buy (a) fruits and vegetables, (b) meats and fish, (c) staple foods, (d) cheese, fats and oils.

## NEBRASKA

A COURSE IN CONSUMER EDUCATION (Social Science XLI-x), by Norma C. Allertz and Lucius W. Dye. Supervised Correspondence Study Series. 1938, mimeo. Address: Teachers College and University Extension Division, The University of Nebraska, Lincoln, Nebr. \$1.25. (For annotation see Sec. III—Correspondence Course, p. 10.)

### *(B) City*

## YONKERS, NEW YORK

TENTATIVE OUTLINE OF A COURSE IN CONSUMER ECONOMICS. To be used in the senior high schools as a part of the social-civic curriculum. 1937, pp. 51, mimeo. Address: Board of Education, Yonkers Public Schools, Yonkers, N. Y. Single copies free only to other school systems and colleges.

Teachers' outline including suggested approaches, general and specific objectives, outline of subject matter, pupil activities, and pupil and teacher references for ten units of study.

### *(C) General*

1. EDUCATION AND ECONOMIC WELL-BEING IN AMERICAN DEMOCRACY. 1940, pp. 227. Address: Educational Policies Commission, 1201 16th Street, N. W., Washington, D. C. 50c.

The Educational Policies Commission was appointed by the National Education Association and the American Association of School Administrators. In a chapter of this report, Kind of General Education for Economic Well-Being, there is a section (pp. 44-74) devoted specifically to consumer education. The need for consumer education is discussed and the types of subject matter which might be considered in each of the major areas of the field are pointed out.

2. **THE PURPOSES OF EDUCATION IN AMERICAN DEMOCRACY.** 1938, pp. 157. Address: Educational Policies Commission, 1201 16th Street, N. W., Washington, D. C. 50¢.

In chapter 6 of this publication, *The Objectives of Economic Efficiency*, there is a brief analysis of the objectives of consumer education.

3. **CURRICULUM REORGANIZATION IN THE SECONDARY SCHOOL, GRADES 7-12.** Mississippi Program for the Improvement of Instruction, Bulletin No. 7. 1939, pp. 368. Address: State Department of Education, Jackson, Miss. \$1.50.

Describes the general elements of the curriculum reorganization program for Mississippi secondary schools. The ability to be a wise consumer is recognized as one of the "abilities of special significance" to be developed. Consumer education materials are integrated in the subject matter for each grade. Approaches, student activities, evaluation procedures and references are suggested for units of study on budgeting, buying food, buying clothing, housing, health and medical care, insurance, advertising and propaganda, choosing radio programs and motion pictures, and other consumer problems.

4. **BUILDING AMERICA SERIES.** Illustrated study units published by The Society for Curriculum Study with the assistance of The Lincoln School of Teachers College, Columbia University. Address: Americana Corporation, 2 West 45th Street, New York, N. Y. Single copies 30c. Price reductions on quantity orders. A teacher's guide is also available for each issue.

(a) **WE CONSUMERS.** Vol. 2, No. 6, 1936, pp. 32. Considers difficulties in market selection, prices, consumer credit, advertising, tests for consumer goods, consumer organization, government aid and protection of consumers and cooperatives.

(b) **HOUSING.** Vol. 1, special issue, 1936, pp. 28.

(c) **FOOD.** Vol. 1, No. 1, 1935, pp. 28.

(d) **HEALTH.** Vol. 1, No. 4, 1936, pp. 28.

(e) **CLOTHING.** Vol. 2, No. 3, 1936, pp. 32.

5. **TEACHERS' LESSON UNIT SERIES.** The Bureau of Publications, Teachers College, Columbia University, New York, N. Y., has issued a series of study units prepared by class-room teachers. The units generally contain an overview of the problem, possible approaches, suggested activities, and a bibliography. Some of the



currently available pamphlets dealing with consumer problems are listed below. A complete list will be sent on request.

- (a) INSTALLMENT BUYING, by Hugh B. Wood, William J. Lowry and Irwin A. Hammer. Teachers' Lesson Unit Series No. 102. 1939, pp. 25. For junior and senior high schools. 30c.
- (b) SHOES, by Grace Arey and Hazel Brooks. Teachers' Lesson Unit Series No. 29. 1932, pp. 13. (Grade III.) 25c.
- (c) BUDGETING—THE ARITHMETIC OF FINANCE (Grade VI) by Florence R. Howe, and OUR GOVERNMENT AND OURSELVES (Grade VII) by Bessie Y. Pinto. Teachers' Lesson Unit Series No. 88. 1936, pp. 36. 30c.
- (d) INSURANCE (Grade IX) by J. D. Chisholm, and BANKING (Grade VII) by Catherine O'Hearn. Teachers' Lesson Unit Series No. 86. 1935, pp. 24. 25c.

6. PRELIMINARY REPORT ON CONSUMER PROBLEMS COURSE AT STEPHENS COLLEGE. 1938, pp. 63, mimeo, Address: Institute for Consumer Education, Stephens College, Columbia, Mo. 35c.

Describes briefly the general organization and methods employed in the course and includes a topical outline of subject matter, an index of economic content, and lists of references and student projects.

7. A CURRICULUM STUDY GUIDE ON CONSUMPTION AND CONSUMERSHIP, by C. Maurice Wieting. 1939, pp. 9, mimeo. Address: Curriculum Laboratory, Teachers College, Columbia University, New York, N. Y. 10c.

Presents a general introduction to consumer education. Lists courses of study treating consumer problems, and suggestions for research in consumer education.

8. AN OUTLINE OF CONSUMER EDUCATION, by Marshall L. Miller, Commercial Department, Sewanhaka High School, Floral Park, N. Y. Pp. 16, mimeo. Address: Marshall L. Miller, 36 Daffodil Avenue, Franklin Square, Long Island, N. Y. Single copy 25c; ten or more copies 15c each.

Contains general objectives and topical outline of subject matter divided into 18 units of instruction to be covered in a full year course in consumer education. Bibliography.

9. A PROGRAM FOR THE PRESENTATION OF CONSUMPTION MATERIAL IN GRADES EIGHT TO TWELVE. 1940, pp. 16, mimeo. Address: Proctor W. Maynard, Ishpeming High School, Ishpeming, Mich. 15c.

Suggests on the basis of 58 major consumer education topics, certain aspects of consumption which might be taught in existing courses of the high school curriculum. This plan was prepared with a view for its use in the Ishpeming Public Schools. The underlying philosophy, objectives and approaches to the areas of consumption are briefly discussed.

10. THE STATUS AND FUTURE OF CONSUMER EDUCATION. Monograph 51. (In press.) Address: South-Western Publishing Company, Cincinnati, Ohio. Free to schools, 50c to others.

Discusses briefly definitions, areas, and objectives of consumer education; its place in the curriculum; and different plans for organizing consumer education programs in the school. Presents summaries of recent surveys and discusses organizations interested in this field.

11. TEACHERS' MANUAL AND STUDY OUTLINE FOR CONSUMERS' DIGEST. Address: Consumers' Digest, Washington, N. J. Available without charge to teachers who use the *Consumers' Digest* in classes.

A topical outline for teachers based on articles appearing in the *Consumers' Digest*.

12. CONSUMER CLASS PLANS. Address: Consumers Union of the United States, Inc., 17 Union Square, New York, N. Y. Free.

A study guide for teachers made up of projects and true and false questions, based for the most part on *Consumers' Union Reports*.

13. CONSUMER EDUCATION—WITH SPECIAL EMPHASIS ON THE APPLICATION TO THE FIELD OF MATHEMATICS, An Activity Unit for Pupils, by Hubert B. Risinger. 1941, pp. 64. Address: School of Education, Rutgers University, New Brunswick, N. J. 75c. (In press.)

14. UNIT GUIDES FOR THE STUDY OF HOUSING AND CIVIC BEAUTIFICATION. 1938, pp. 114, mimeo. Address: Board of Education, Cleveland, Ohio. \$1.00.

Outlines developed by Cleveland high school teachers for classes studying housing problems. Objectives, approaches, topics, activities, possible outcomes and references are presented for units in art, home economics, home gardening, industrial arts, social mathematics, social studies, and science courses.

15. A STUDY OF HOUSING. 1938, pp. 92, illus. Address: Curriculum Section, Los Angeles City School District, Los Angeles, Calif. Not for general distribution. Available to other school systems without charge.  
Contains course of study materials for grades 5 and 6.
16. AN INTEGRATED COURSE OF STUDY IN HOUSING. 1938. pp. 52, mimeo. Address: Evansville Public Schools, Evansville, Indiana. 75c.  
A study guide for Grades 8-12 based on a study of Lincoln Gardens, a PWA housing project for Negroes.
17. AN OUTLINE FOR A HOUSING STUDY COURSE. 1940, pp. 31. Address: Welfare Council of New York City, 44 East 23d Street, New York, N. Y. 50c.  
A study guide for high schools and adult study groups.
18. CONSUMER ECONOMICS; AN ACTIVITY GUIDEBOOK FOR HIGH SCHOOL STUDENTS, by Herman Gall. 1940, pp. 221, mimeo. Address: Institute for Consumer Education, Stephens College, Columbia, Mo. 75c.  
Outlines activities and projects for individual students and group participation in the study of eleven consumer education units. Subjects included are advertising, insurance, prices, money management, consumer credit, general buying problems, buying guides, agencies that help the consumer, housing, health, and consumers' cooperation. Suggestions for teaching the course, pretests for the students, and references are given.
19. TEACHING CONSERVATION IN ELEMENTARY SCHOOLS, by Effie G. Bathurst, Senior Specialist in Curricular Problems. U. S. Office of Education Bulletin 1938, No. 14. Pp. 125. Address: Superintendent of Documents, Washington, D. C. 20c.  
An analysis of methods used by teachers of conservation. Includes illustrative examples of procedures at various educational levels.
20. CURRICULUM CONTENT IN CONSERVATION FOR ELEMENTARY SCHOOLS, by Effie G. Bathurst, Senior Specialist in Curricular Problems. U. S. Office of Education, Bulletin 1939, No. 14. Pp. 79. Address: Superintendent of Documents, Washington, D. C. 15c.  
Suggests guiding principles of instruction. Analyzes the nature and possible scope of student activities and suggests curriculum content for various types of conservation education. Bibliography

21. HOUSING AMERICA, A Source Unit for the Social Studies. The National Council for the Social Studies, Bulletin No. 14. 1940, pp. 80, illus. Address: The National Council for the Social Studies, 1201 16th Street, NW., Washington, D. C. 50c.

Presents data on housing conditions and suggests objectives, methods, student activities and sources of information for the study of housing problems. Bibliography.

### **III. CORRESPONDENCE COURSE**

A COURSE IN CONSUMER EDUCATION, by Norma C. Allertz and Lucius W. Dye, with Fred T. Wilhelms, collaborator. Social Science XLIX-39. Revised 1939, pp. 443, mimeo. Address: Teachers College and University Extension Division, University of Nebraska, Lincoln, Nebr. \$1.20. Reduction of 20 percent in price when ordered in lots of 5 copies or more.

This course may be taken on a correspondence school basis by students located anywhere in the United States. In addition to the study materials for the students there are a set of directions for the supervisor, a set of tests and a key to the tests. A student studies a particular unit or subunit of work, after which he attacks a series of problems designated in the syllabus and pertaining specifically to the work of the unit. In addition there is a self-check test which helps the student evaluate the quality of his own work. When both the student and his supervisor are convinced he has mastered the unit, he is given a comprehensive test over the unit which if passed successfully entitles him to move on to new areas. If the results of the test are not satisfactory, additional study materials are provided and also a second or Form B test covering the unit. Students may take this course through the local school where credit may be granted or any qualified student may register directly with the Extension Division of the University of Nebraska. In addition to its use as a correspondence course, the Extension Division of the University reports that some schools are using it for individualizing instruction, as a workbook for regular classes, and as supplementary material for units on consumer education in home economics, and social study classes.



## IV. STUDY GUIDES FOR GROUP DISCUSSION

1. SCIENTIFIC CONSUMER PURCHASING, by Alice L. Edwards. Social Studies Series. 1939, pp. 81. Address: American Association of University Women, 1634 Eye Street NW., Washington, D. C. 60c for study guide. \$1.25 for study guide plus a kit of supplementary materials listed in bibliographies.

Considers the position of the consumer buyer in our present-day economy; analyzes present sources of consumer-buying information; and suggests plans for study of such commodities as hosiery, sheets and blankets, bedding and upholstery, refrigerators, and canned fruits and vegetables.

2. CONSUMER - BUYING — SUGGESTIONS FOR GROUP PROGRAMS, by Committee on Standardization of Consumers' Goods of the American Home Economics Association and the Bureau of Home Economics of the U. S. Department of Agriculture. 1936, pp. 40. Address: American Home Economics Association, Mills Building, Washington, D. C. 15c.

A discussion outline with lists of reference material on the following topics: consumers' aids in the present market; the retail store, advertising, brands, grades and specifications, labels, testing laboratories, government aids for the consumer; buying food, textiles, clothing, cosmetics, household equipment, dry cleaning, and laundering services.

3. EDUCATING THE CONSUMER—PART I, CONSUMERS IN THE MODERN MARKET, by Ruth B. Fowell. 1938, pp. 72, mimeo. Address: Department of Debating and Public Discussion, University Extension Division, University of Wisconsin, Madison, Wis. 25c to residents of Wisconsin, 40c to nonresidents.

A discussion outline considering the present marketing system and guides to buying. Consumer credit, price policies, consumer organizations, government aids to the consumer, and methods of improving the position of the consumer are other topics presented; also, references on related topics.

4. CONSUMERS' GUIDE TO COMMODITY BUYING—Section I, by Ruth B. Fowell. 1940, pp. 75, mimeo. Address: Department of Debating and Public Discussion, University Extension Service, University of Wisconsin, Madi-

son, Wis. 15c to residents of Wisconsin, 25c to non-residents.

A discussion outline considering the planning of family expenditures, and the buying of food and clothing. References.

5. CONSUMERS' GUIDE TO COMMODITY BUYING—Section II, by Ruth B. Fowell. 1940, pp. 88, mimeo. Address: Department of Debating and Public Discussion, University Extension Service, University of Wisconsin, Madison, Wis. 15c to residents of Wisconsin, 25c to non-residents.

A discussion outline considering buying of household textiles, equipment, furniture, and furnishings; beauty aids, toilet articles and drugs. References.

6. THE HOMEMAKER AS A CONSUMER, by the Home Service Department of the Ohio Congress of Parents and Teachers. Undated, pp. 12. Address: Mrs. Emmet C. Stopher, 138 N. Lincoln Street, Kent, Ohio. 10c.

Outline of a course of study to encourage homemakers to think about their problems as consumers. Subjects covered: the homemaker as a consumer; present sources of information available to consumers; grades, standards, and specifications as aids to consumer buying; legislation and organization; a study of canned goods; a study of a piece of electrical household equipment. Discussion questions and references are given for each topic.

7. BUYER GUIDANCE, PLEASE! by Maxine Enlow. 1939, pp. 51. Address: Institute for Consumer Education, Stephens College, Columbia, Mo. 10c.

Presents for adult study groups some problems showing the need for guidance in buying. Discusses the kinds of information needed by consumers, and possible sources of this information. References and topic outlines for further study are included.

8. The Institute for Consumer Education has prepared a series of study outlines of 4 pages each, based upon pamphlet texts issued by other agencies. Copies of these texts as well as the outlines may be ordered directly from the Institute for Consumer Education.

## STUDY OUTLINES

- (1) CONSUMER PROTECTION IN FOOD, DRUG AND COSMETIC INDUSTRIES.
- (2) CONSUMER CREDIT.

- (3) BUDGETING.
- (4) HOW FAR CAN CONSUMERS HELP THEMSELVES BY COOPERATION?
- (5) SOCIAL SECURITY.
- (6) TAXES.
- (7) INTERSTATE TRADE BARRIERS.
- (8) MEDICAL CARE.
- (9) AGRICULTURAL PRODUCTION CONTROL.

Address: Institute for Consumer Education, Stephens College, Columbia, Mo. 1¢ each.

## PAMPHLET TEXTS

The numbers used to designate the pamphlet texts will serve to identify them with the corresponding study outlines listed above.

- (1) FOOD, DRUG AND COSMETIC LAW ENFORCEMENT. National League of Women Voters—News Letter. 5c.
- (2) CREDIT FOR CONSUMERS. Public Affairs Committee, Inc. 10c.
- (3) (a) FACTS YOU SHOULD KNOW ABOUT BUDGETING. Boston Better Business Bureau. 3c.  
(b) PLANNING AND RECORDING FAMILY EXPENDITURES. U. S. Department of Agriculture, Farmers' Bulletin No. 1553. 5c.
- (4) COOPERATIVES IN THE U. S.—A BALANCE SHEET. Public Affairs Committee, Inc. 10c.
- (5) (a) SECURITY OR THE DOLE. Public Affairs Committee, Inc. 10c.  
(b) THE NEW SOCIAL SECURITY PROGRAM. U. S. Social Security Board. Free.
- (6) OUR TAXES AND WHAT THEY BUY. Public Affairs Committee, Inc. 10c.
- (7) STATE TRADE WALLS. Public Affairs Committee, Inc. 10c.
- (8) WHO CAN AFFORD HEALTH? Public Affairs Committee, Inc. 10c.
- (9) THE FARM BUSINESS. University of Chicago Press. 25c.

Address: Institute for Consumer Education. Stephens College, Columbia, Mo. Price listed after each publication.

9. BETTER HOUSING. Address: Foreign Policy Association, 8 West 40th Street, New York, N. Y. 25c.

A study packet based on the pamphlet, New Homes for Old, issued by the same organization and priced at 25 cents. Contains a well-organized 8-page study outline, leaflets and radio scripts dealing with housing problems.

10. COOPERATIVES. Address: Foreign Policy Association, 8 West 40th Street, New York, N. Y. 15c.

A study packet based on the pamphlet, *Cooperatives*, issued by the same organization and listed on page 17. Contains a 9-page study outline and a collection of leaflets and reprints on cooperatives.

11. PUBLIC POLICY BULLETINS. The Twentieth Century Fund has prepared a series of discussion leaflets based on investigations which it has made. Several of these publications having a bearing on consumer problems are listed below. Individuals may have their names placed on the mailing list to receive notice of future issues. Address: Twentieth Century Fund, 330 West 42nd Street, New York, N. Y. 2c each.

- (a) HOW CONSUMERS ADD TO DISTRIBUTION COSTS—Our buying habits and the special services we demand all figure in the price we pay for goods.
- (b) WALLS BETWEEN THE STATES—Interstate trade barriers and how they affect the national welfare.
- (c) SALES TAXES—Are they fair to the average consumer?
- (d) PRODUCER TO CONSUMER: The job that distribution does for us.

12. HOME PROJECT: BUYING PROBLEMS OF THE HOME. 1937, pp. 75, mimeo. Address: Extension Service, Iowa State College, Ames, Iowa. 20c.

Four lesson plans for use with adult groups are presented dealing with the following topics: (1) Effect of advertising and selling practices upon buying for the home, (2) Buying pointers for coal, kerosene, and gasoline stoves, (3) Home painting—what painting to do; selecting and applying the paint, (4) Selection of children's furniture for developing needs and continued use, (5) Aids to the consumer in buying sea food; also, a summary of course.

13. QUESTIONS FACING CONSUMERS: A GUIDE FOR DISCUSSION, by Benson Y. Landis. 1936, pp. 24, illus. Address: Eastern Cooperative League, 112 Charlton Street, New York, N. Y. 10c for single copy; rates on quantities.

"This outline has been written to help groups of people who wish to talk over many of the important questions in the minds of consumers today. To members of groups it gives brief introductions to the subjects considered, to points of view that are held, and to the kinds of action being tried. . . . Why are consumers in distress, the consumer and security, the consumer and the road to war, the consumer and the threat of fascism, what are our great needs as



consumers, what kinds of action should consumers take, are there tested methods of consumer organization, is consumers' cooperation a way to economic democracy, a word to the chairman." A brief bibliography for each topic is included.

14. SUGGESTIONS FOR DISCUSSION GROUP MEMBERS, DN-1. SUGGESTIONS FOR GROUP LEADERS, DN-2. 1939, 2 pages each. Address: Extension Service, U. S. Department of Agriculture, Washington, D. C. Free.
15. A MANUAL OF GROUP DISCUSSION, by Lyman S. Judson, Professor of English, Division of Speech, University of Illinois. Circular 446. 1936, pp. 184. Address: Extension Service, University of Illinois, Urbana, Ill. 25c to residents of Illinois, 35c to nonresidents.

Discusses methods of effective group discussion, ways of obtaining and organizing material for discussion topics, and desirable practices in speech preparation and delivery. Lists rules for discussion-team tournaments, and fundamentals of parliamentary law. Procedures suggested may be of interest to consumer groups using the discussion method.

## **V. THE WORKER AS A CONSUMER**

1. THE WORKER GOES TO MARKET, by Caroline Ware. 1934, pp. 16, mimeo. Address: American Labor Education Service (formerly, Affiliated Schools for Workers), 437 West 59th Street, New York, N. Y. 25c.

Discussion for worker-students of the economics of consumption. Deals with wages and prices, quality of goods, installment buying, distribution costs and possibilities of consumers' cooperation. Questions at end of each section.

2. THE WORKER AS A CONSUMER, by Mark Starr and Helen Norton. Revised 1938, pp. 32, mimeo. Address: Education Department, International Ladies' Garment Workers' Union, 3 West 16th Street, New York, N. Y. 25c.

Discussion of consumer problems addressed to workers. Deals with various types of consumer organizations; protection of consumers through public ownership and regulation of utilities and other legislation. Questions and suggested reading.

3. LABOR AND CONSUMER EDUCATION, by Mark Starr. 1940, pp. 8. Address: Educational Department, International Ladies' Garment Workers' Union, 3 West 16th Street, New York, N. Y. 5c.

Reprint of an address delivered at The Second National Conference on Consumer Education sponsored by the Institute for Consumer Education, Stephens College, Columbia, Mo., April 1-3, 1940. Reviews labor's contributions to the consumer movement, and discusses reasons why labor should increase its support and participation in consumer education.

## **VI. COOPERATIVE EDUCATION**

Clearing house for information dealing with the consumers' cooperative movement in the United States is the Cooperative League of the United States, 167 West 12th Street, New York, N. Y. Teachers contemplating teaching a unit on cooperatives may obtain suggestions from this agency.

1. REPORT OF THE COMMITTEE ON COOPERATIVES. 1938, pp. 32. Address: National Education Association, 1201 16th Street, N. W., Washington, D. C. 15c.

This report was adopted by the National Education Association at its annual convention in New York in June 1938. Considers briefly the history, types, need for, and present status of cooperatives. Presents possible programs of cooperative education for high schools, colleges and universities; bibliography of instructional materials.

2. REPORT OF THE COMMITTEE ON COOPERATIVES. 1939-40, pp. 32. Address: National Education Association, 1201 16th Street, N. W., Washington, D. C. 25c.

Deals with the cooperative movement as a contribution to, and exemplification of, democracy at work. Contains suggested teaching units and a bibliography on consumer cooperatives.

3. COURSE OF STUDY ON CONSUMERS' COOPERATION, by Minnesota State Department of Education. 1938, pp. 91. Address: Midland Cooperative Wholesale, Minneapolis, Minn. 25c.

Contains an introduction for the teacher, outline of course of study, a bibliography, and a list of agencies providing information on consumer problems and consumers' cooperation.

4. THE COOPERATIVE MOVEMENT, by Benson Y. Landis. A 16-page section in the January 1937 issue of the *Journal of the National Education Association*. Reprints of this section may be obtained from: American Country Life Association, 297 Fourth Avenue, New York, N. Y. 10c.  
Discusses the origin and principles of cooperation, types of cooperatives in the United States, and cooperation in England, Denmark, and Sweden. Bibliography.
5. COOPERATIVES, by Ryllis A. Goslin. Headline Book No. 8. Revised 1938, pp. 46, illus. Address: The Foreign Policy Association, 8 West 40th Street, New York, N. Y. 25c.  
This book sketches the highlights of cooperative history in England, Denmark, Sweden, and the United States, showing both the possibilities and limitations of its program as a solution to such social and economic problems as unemployment, distribution of wealth, social planning, and international trade.
6. COOPERATIVES, A discussion program study packet based on the Headline Book, *Cooperatives* (see item 5 above). Address: Foreign Policy Association, 8 West 40th Street, New York, N. Y. Price of the packet 15c.  
Contains a 9-page study outline and a collection of leaflets and reprints on cooperatives.
7. EDUCATIONAL METHODS FOR PROMOTING COOPERATION, by Ralph Russell, Associate Agricultural Economist, Farm Credit Administration. Series on Cooperatives No. 9. 1938, pp. 20, mimeo. Address: Division of Agricultural Cooperation, Pan-American Union, Washington, D. C. Free.  
Reviews the objectives and content of cooperative education and considers public meetings, conventions, conferences and institutes, literature, advertising, radio broadcasts, motion pictures, and the formal programs of schools and colleges as methods for promoting cooperation.
8. COOPERATION FOR INDIANS, by Edward Huberman, Office of Indian Affairs, U. S. Department of the Interior. A set of 18 illustrated bulletins of 4 pages each. 1938. Address: Chilocco Agricultural School, Chilocco, Okla. 40c per set.  
A series of discussion guides for cooperative study groups presenting in interesting fashion the principles of cooperative organization.

Titles are as follows: (1) Study Groups and Co-op Pamphlets, (2) What About Cooperation? (3) Organizing a Cooperative, (4) Guiding Rules for Co-ops, (5) Cooperative Buying Clubs, (6) Co-operative Testing Parties, (7) Consumers Co-ops, (8) Play Safe! (9) Buying Co-op Farm Supplies, (10) Cash or Credit? (11) Marketing Co-ops, (12) Service Co-ops, (13) Directors in a Co-op, (14) Committees in a Co-op, (15) Your Co-op Manager, (16) The Co-op Member, (17) Women in Co-ops, (18) Co-op References and a Summary.

9. A SUGGESTED UNIT ON COOPERATION FOR UPPER GRADES. Bulletin VIII-J-2a and 2b. 1939, pp. 31. Address: Minnesota State Department of Education, St. Paul, Minn. Limited supply. Copies will be sent only to school administrators who expect to include a unit on cooperatives in their school curriculums. Free.

The content of this bulletin is divided into two parts. Part I contains an outline for the study of the following topics: purposes and kinds of cooperatives; cooperatives in relation to private corporations; and a survey of cooperatives in the local community, the State, the United States, and abroad. Pupil activities and references are given for each topic. Part II contains materials for student and teacher reading on, "Why Businesses Incorporate," "Producers' Cooperation," "Consumers' Cooperatives," and "Credit Unions." Contains a description of the "Gum Drop Cooperative," operated by school children at Greenbelt, Maryland.

10. COOPERATION: PRINCIPLES AND PRACTICES, by members of the staff of the Department of Agricultural Economics, University of Wisconsin. 1936, pp. 123. Address: Extension Service, College of Agriculture, University of Wisconsin, Madison, Wis. 25c.

Prepared in accordance with the State law requiring that co-operation be taught in the schools of Wisconsin. Treats of the application of cooperation to the assembling, processing, and marketing of farm products, to the purchase of farm supplies and consumers' goods, and to credit and insurance.

## VII. RECENT TEXTBOOKS

### *(A) High School*

CONSUMER EDUCATION is a broad area in general education which cuts across many of the traditional subject-matter



lines. Much experimentation is being carried on and many different approaches are being tried in the study of consumer problems. The subject-matter content of the textbooks which have been issued, likewise, represents many diverse points of view. Rather than annotate the materials listed in the high school textbook section, the following general discussion is presented to aid teachers in selecting a text suited to the type of course they plan to give. The intention here is not to endorse any particular point of view; instead, the purpose is to call to the attention of teachers different approaches to the subject.

One viewpoint is that consumer education should be concerned largely with the study of consumer goods, their history, construction, and the quality factors which consumers need to know to buy them intelligently. In books representing this school of thought, little attention is given to the purchase of consumer services, to general buying problems, or to the development of the consumer movement. Quite often, consumer-goods textbooks are used in training courses for the distributive trades as well as for so-called "separate" consumer courses. *Consumer Goods—How to Know and Use Them*, by Reich and Siegler, is a book of this type.

Another group contends that it is wasteful for students to devote their time solely to a study of commodity information because consumer goods change so rapidly. This group believes that the proper approach is to offer general instruction in "ways of attacking consumer problems." In contrast to the previous group, little specific information is given on consumer goods. Instead, general consideration is given to the difficulties consumers encounter in present-day buying, and to possible methods of improving the consumer's position. *When You Buy*, by Trilling, Eberhart and Nicholas, is a book representative of this viewpoint.

Other books attempt a combination of these two approaches. Some attention is given to difficulties of consumers in the market, money management, and consumer organization. There are also sections dealing with the major groups of commodities and services. In this classification are: *Consumer Economic Problems*, by Shields and Wilson; *The Consumer Investigates*, by ZuTavern and Bullock; and *Consumer Economics*, by Kennedy and Vaughn. Within this group, the content of the book varies largely with the training and experience of the authors.

*Consumers All*, by Gaer, is a general treatment of consumer problems. Books of this type, more concise than regular texts, will be frequently used as supplementary references by teachers who wish to include a consumer unit in a regular course.

*Consumer Education*, by C. E. Damon, and *Consumer Economics*, by Gall, represent a workbook approach. They may be used by teachers who prefer not to use a single textbook, but wish to develop a course on the basis of student activities and projects. The other two workbooks, *Consumer Problems*, by Siegler, and *The Investigator*, by Burt and ZuTavern, are intended specifically for use in conjunction with the texts with which they are listed.

The relationship of consumer education to certain specialized subject matter fields is indicated by some of the texts. *Consumer Mathematics*, by Cowan, and *Consumer Science*, by Hausrath and Harms, are not intended for use in the "separate" consumer course. Instead, they represent a more practical consumer approach for courses in mathematics and science, respectively. *Your Personal Economics*, by Smith emphasizes consumer economic problems. *What About Dollars?* by Barrett and Spaeth, is a compilation of text material on money management and general buying problems.

1. CONSUMERS ALL, by Joseph Gaer. 1940, pp. 208. Address: Harcourt Brace Co., New York, N. Y. \$1.32.
2. CONSUMER ECONOMICS, an activity guidebook for high school students, by Herman Gall. 1940, pp. 221. Address: Institute for Consumer Education, Stephens College, Columbia, Mo. 75c.
3. CONSUMER ECONOMICS, by Ada Kennedy and Cora Vaughn. 1939, pp. 360. Address: The Manual Arts Press, Peoria, Ill. \$1.92.
4. CONSUMER ECONOMIC PROBLEMS, by H. G. Shields and W. Harmon Wilson. 1940, pp. 767. This book is also sold in an abridged edition of 508 pages which includes the materials on specific consumer problems but excludes most of the general economics. Address: South-Western Publishing Co., Cincinnati, Ohio. Price of unabridged edition \$1.80; abridged edition \$1.66.

5. CONSUMER EDUCATION (WORKBOOK), by G. E. Damon. 1939 (revised edition), pp. 104. Address: Grand Rapids Herald-Review, Grand Rapids, Minn. Single copies \$1.00. Quantity orders to schools, 65c. A teacher's handbook to accompany the workbook is available.
6. (a) CONSUMER GOODS—HOW TO KNOW AND USE THEM, by Edward Reich and Carlton J. Siegler. 1937, pp. 538. Address: American Book Co., New York, N. Y. \$1.96.  
  
(b) CONSUMER PROBLEMS, by Carlton J. Siegler. 1939, pp. 180. Address: American Book Co., New York, N. Y. 48c. (This workbook is designed for use in conjunction with CONSUMER GOODS—HOW TO KNOW AND USE THEM, by Reich and Siegler.)
7. (a) THE CONSUMER INVESTIGATES, by A. B. ZuTavern and A. E. Bullock. 1938, pp. 525. Address: Commercial Textbook Co., Ltd., South Pasadena, Calif., or the H. M. Rowe Co., Baltimore, Md. \$2.00.  
  
(b) THE INVESTIGATOR, by James A. Burt and A. B. ZuTavern. 1939, pp. 292. Address: Commercial Textbook Co., Ltd., South Pasadena, Calif., or the H. M. Rowe Co., Baltimore, Md. 88c. (This workbook is designed to be used in conjunction with the CONSUMER INVESTIGATES, by ZuTavern and Bullock.)
8. CONSUMER MATHEMATICS, by Anne L. Cowan. 1938, pp. 324. Address: Stackpole Sons, Harrisburg, Pa. \$1.64.
9. CONSUMER SCIENCE, by Alfred H. Hausrath and John H. Harms. 1939, pp. 692. Address: The Macmillan Co., New York, N. Y. \$2.40.
10. WHAT ABOUT DOLLARS?, by Theodore Barrett and Louis B. Spaeth, Jr. 1936, pp. 305. Address: Educational Research Association, 2214 E. Colorado Street, Pasadena, Calif. Fabrikoid binding, \$2.25; paper binding, \$1.60.
11. WHEN YOU BUY, by Mabel B. Trilling, E. Kingman Eberhart, and Florence W. Nicholas. 1939, pp. 401. Address: J. B. Lippincott Co., Philadelphia, Pa. \$1.80.

12. YOUR PERSONAL ECONOMICS, by Augustus H. Smith. 1940, pp. 651, illus. Address: McGraw-Hill Book Company, 330 West 42nd Street, New York, N. Y. \$1.96.

## *(B) College*

1. THE CONSUMER AND THE ECONOMIC ORDER, by Warren C. Waite and Ralph Cassady, Jr. 1939, pp. 389. Address: McGraw-Hill Book Co., Inc. New York, N. Y. \$3.50.
2. THE CONSUMER-BUYER AND THE MARKET, by Jessie V. Coles. 1938, pp. 614. Address: John Wiley & Sons, Inc., New York, N. Y. \$3.50.
3. CONSUMERS AND THE MARKET, by Margaret G. Reid. 1939, pp. 600. Address: F. S. Crofts & Co., New York, N. Y. \$3.75.
4. CONSUMPTION IN OUR SOCIETY, by Elizabeth E. Hoyt. 1938, pp. 420. Address: McGraw-Hill Book Co., Inc., New York, N. Y. \$3.00.
5. ECONOMICS FOR CONSUMERS, by Leland J. Gordon. 1939, pp. 648. Address: American Book Co., New York, N. Y. \$3.00.
6. THE ECONOMICS OF CONSUMPTION, by Charles S. Wyand. 1937, pp. 565. Address: The Macmillan Co., New York, N. Y. \$3.50.
7. FOOD BUYING AND OUR MARKETS, by Day Monroe, Hazel Kyrk, and Ursula B. Stone. 1938, pp. 430. Address: M. Barrows & Co., New York, N. Y. \$3.00.
8. INCOME AND CONSUMPTION, by Roland S. Vaile and Helen G. Canoyer. 1938, pp. 394. Address: Henry Holt & Co., Inc., New York, N. Y. \$2.25.
9. CONSUMER EDUCATION IN THE SCHOOLS, by Herbert A. Tonne. (In press.) Address: Prentice-Hall Co., New York, N. Y. \$2.85.



## VIII. MOTION PICTURES AND FILM STRIPS

### *(A) Consumer*

1. **KNOW YOUR COAL.** This movie is a two reel sound film available in both 16 and 35 mm. sizes. Address: Office of the Bituminous Coal Consumers' Counsel, Washington, D. C. Available without cost to interested groups willing to pay transportation both ways.

Shows the various types and uses of coal: Illustrates proper methods of handling coal for best results.

2. **THE RIVER**, prepared by the Farm Security Administration. A three-reel sound film available in both 16 and 35 mm. widths. Address: Motion Picture Section, Extension Service, U. S. Department of Agriculture, Washington, D. C. No rental charge. Transportation must be paid both ways by the user.

This film story shows the need of soil conservation.

3. **GETTING YOUR MONEY'S WORTH.** A series of sound films for consumers, available in both 16 and 35 mm. sizes. Showing time 10 minutes each. Address: Garrison Film Distributors, Inc., 1600 Broadway, New York, N. Y. Rental for 16 mm. film \$2 per day. Rental for 35 mm. film varies; write distributor for information.

(a) **FILM No. 1.** Deals with: Differences between Grade A and Grade B milk, (2) leather soled shoes and (3) lead toys.

(b) **FILM No. 2.** Deals with razor blades, cold creams, and face powder.

(c) **FILM No. 3.** Shows various points the consumer should examine carefully in purchasing used cars.

(d) **FILM No. 4.** Deals with products used for reducing weight.

4. **AND SO THEY LIVE** and **THE CHILDREN MUST LEARN.** Two documentary films produced by the Educational Film Institute of New York University in cooperation with the University of Kentucky. They are based on experiments in improving the diet practices in a selected

group of rural communities through the introduction into the school program of new instructional methods and materials concerning food. A detailed description of these experiments is given in *The School Curriculum and Economic Improvement*, Bulletin of the Bureau of School Service, Vol. XIII, No. 1, 1940, which may be secured from: Bureau of School Service, College of Education, University of Kentucky, Lexington, Ky. 50c. Both of these films illustrate the wide gap which exists between education and the real problems of the communities and emphasize the need for instructional materials more closely related to these problems. A study guide for use with the films is included in the rental price, or it may be bought separately for ten cents. Address: New York University Film Library, 71 Washington Square, New York, N. Y.

(a) AND SO THEY LIVE. A 3-reel, 16 mm. sound film. Showing time, 26 minutes. Rental: \$4 per day; \$8 per week.

(b) THE CHILDREN MUST LEARN. A 2-reel, 16 mm. sound film. Showing time, 14 minutes. Rental: \$3 per day; \$6 per week.

5. MOTION PICTURES OF THE U. S. DEPARTMENT OF AGRICULTURE. 1939, pp. 35, mimeo. Address: Division of Motion Pictures, Extension Service, U. S. Department of Agriculture, Washington, D. C. A free checklist.

6. A LIST OF FILM STRIPS OF THE U. S. DEPARTMENT OF AGRICULTURE, 1939-40. Address: Extension Service, U. S. Department of Agriculture, Washington, D. C. Free.

Among the film strips in this list dealing with consumer problems are: (1) Selecting Foods for Good Nutrition, (2) Guides to Buying Children's Clothing, (3) Guides to Buying Wash Dresses, (4) Guides to Buying Bath Towels and Sheets, (5) Farm-Family Money Management. Each film strip consists of from 34 to 60 frames of pictures and the cost varies from 50c to 55c. Instructions as to proper procedure for ordering are given in the bulletin.

7. FILM NEWS. Address: American Film Center, Inc. 45 Rockefeller Plaza, New York, N. Y. \$1.00 per year.

A monthly news bulletin giving information on documentary and educational motion pictures, not only in this country but abroad. A good source of information on new films.

8. THE NEWS LETTER. Address: Bureau of Educational Research, Ohio State University, Columbus, Ohio. Sent free on request to teachers.

The *News Letter* is published monthly except during July, August, September, and October and contains information of interest to teachers regarding motion pictures, the radio, and the press.

## (B) Cooperative

1. THE LORD HELPS THOSE . . . WHO HELP EACH OTHER. This movie is a 3-reel, 16-mm. silent film produced by the Harmon Foundation with the assistance of the Cooperative League of the U. S. A., and the Extension Department of the St. Francis Xavier University, Antigonish, Nova Scotia. The picture tells the story of the Nova Scotia cooperative movement and is based in part on a book by Bertram B. Fowler, *The Lord Helps Those . . .*. Rental for one showing \$4.50; each additional showing on the same or successive days \$2.25; rental for one week \$13.50. Address: Cooperative League of the U. S. A., 167 West 12th Street, New York, N. Y.
2. CLASPING HANDS. A film on children's cooperatives in the schools of France. 2 reels, 16-mm. silent, English titles. Rental for first showing \$3.00; additional showings \$1.50; per week \$9.00. Address: Cooperative League of the U. S. A., 167 West 12th Street, New York, N. Y.
3. WHEN MANKIND IS WILLING. A film on cooperative stores, wholesales and factories in France, showing particularly the activities of the Union of Cooperators of Lorraine at Nancy. 2½ reels, 16-mm. silent, English titles. Rental for first showing \$3.00; additional showings \$1.50; per week \$9.00. Address: Cooperative League of the U. S. A., 167 West 12th Street, New York, N. Y.
4. A HOUSE WITHOUT A LANDLORD. A new 2½ reel, 16-mm. silent film on the Amalgamated Cooperative Apart-

ments, New York City. Rental for first showing \$3.00; additional showings \$1.50; per week \$9.00. Address: Cooperative League of the U. S. A., 167 West 12th Street, New York, N. Y.

5. TRAVELING THE MIDDLE WAY IN SWEDEN. In three units, each having 2 reels: Unit 1, "Land of Sweden;" Unit 2, "Consumer Cooperatives;" Unit 3, "Agricultural Cooperatives." Rental, per unit, for first showing \$3.00 in black and white, \$5.00 in color; additional showings \$1.50 in black and white, \$2.50 in color; per week \$9.00 in black and white, \$15.00 in color. Address: Cooperative League of the U. S. A., 167 West 12th Street, New York, N. Y.
6. THE COOPERATIVE MOVEMENT IN WISCONSIN. 3 reels, 16-mm. silent. Rental \$2.25. Address: The University of Wisconsin, University Extension Division, Bureau of Visual Instruction, Madison, Wis.
7. CONSUMERS' COOPERATION IN SWEDEN. 2½ reels, 16- or 35-mm. silent. Rental \$2.50. Address: National Cooperative Film Committee, 2108 Washington Avenue, Minneapolis, Minn.
8. CONSUMERS SERVE THEMSELVES. A one reel technicolor picture available in 16 mm. width. Rental \$2.00 per showing. Address: The Cooperative League of the U. S. A., 167 West 12th St., New York, N. Y.

## IX. RADIO BROADCASTS

THERE ARE three general types of consumer programs now currently being given over the radio. The first of these is the general educational type which presents a wide range of information on consumer problems, particularly those relating to buying. Another type is the market news broadcast which deals largely with prices and supplies of food products. Consumers will find a very useful summary of information regarding this type of radio program in *Local Market News*



*Broadcast for Consumers*, issued by the Consumer Division, Office of Price Administration and Civilian Supply, Washington, D. C. Ask for Bulletin No. 4. It will be sent without charge. The third type is the weights and measures broadcast. There are two State Departments of Weights and Measures which prepare regular broadcasts describing the consumer protection activities of their Divisions. The following brief bibliography is made up of representative examples of the different types of programs.

1. **CONSUMER TIME.** The Consumers' Counsel Division, in cooperation with defense and civilian agencies of the Federal Government performing consumer services, presents a 15-minute broadcast for consumers each week over the Red Network of the National Broadcasting Company. At the time this bulletin was prepared the program was being presented at 11:00 A. M. (Eastern Standard Time) each Saturday. As the time of broadcast is subject to change, consumers should call their local N. B. C. Red Network station for details concerning the present schedule. Buying pointers on the selection of goods and services and current events of interest to consumers are discussed. Quite frequently the buying information given on some of the commodities is condensed and made available to consumers on a handy three by five card which they may file for future reference. This series of cards is called "Consumer Tips." Individual cards are mailed to listeners, free upon request.
2. **CONSUMER ECONOMICS.** A series of half-hour weekly broadcasts presented by Station WHA operated by the University of Wisconsin. The broadcasts are prepared under the direction of the Economics Department of the University of Wisconsin. The broadcasts cover a wide variety of material concerning consumer problems including current events dealing with the consumer movement.
3. **CONSUMER BROADCAST.** The Consumer Conference of Greater Cincinnati presents a consumer broadcast each Thursday over Station WCKY in Cincinnati. These

broadcasts consist mainly of commodity information which will help consumers with their buying problems. Copies of scripts may be obtained at 10 cents each from Mrs. Dennis E. Jackson, President, Consumers Conference of Greater Cincinnati, 144 Louis Avenue, Cincinnati, Ohio.

4. **MARKET NEWS BROADCAST.** The Bureau of Consumers Services of the New York City Department of Markets, presents a daily 5-minute broadcast of information on supplies of food products on sale in retail stores the same day as that of the broadcast. In addition to the market information, suggestions are given on how to make effective use of the products which are reported as best buys. This program goes on the air at 8:25 A. M. each week day, except Saturday, over Stations WNYC and WOV.
5. **THE VOICE OF THE CONSUMER.** The Consumer Institutes of the Massachusetts Work Projects Administration Educational Program sponsors a series of 15-minute broadcasts on consumer problems, which originate at various times during the week in Boston, Springfield, and Worcester, Mass. The Boston broadcast is on Tuesdays and Thursdays at 9:30 A. M. over Station WCOP. The Springfield broadcast is every Tuesday at 12 M, Thursday at 9:30 A. M., and Friday at 10:30 A. M. over Station WSPR. The Worcester branch broadcast is given over Station WORC every Tuesday at 4:30 P. M. In addition to information on prices and market supplies, suggestions are given for economical use of the products mentioned.
6. **WEIGHTS AND MEASURES BROADCASTS.** There are two governmental agencies for the enforcement of weights and measures laws which produce radio programs to acquaint consumers with their activities. In each case, mimeographed scripts are available to teachers of consumer education. A small charge is generally made to cover the cost of mimeographing and distribution. The names of these agencies and the addresses to which inquiries should be sent, are indicated below:

- (1) Weights and Measures Bureau, State Department of Agriculture and Markets, Albany, New York.
- (2) Department of Weights and Measures, State Department of Agriculture, Austin, Texas.

7. **RACKET CHASERS.** The Consumer-Relations Division of the Buffalo Better Business Bureau presents a radio broadcast each Wednesday night, 8:30 P. M., over Station WKBW in Buffalo, New York. These broadcasts dramatize a wide variety of rackets and schemes to defraud the public. Scripts are not available for general distribution.
8. **THE RADIO HANDBOOK FOR EXTENSION WORKERS,** by John Baker. 1939, pp. 16. mimeo. Address: Extension Service, U. S. Department of Agriculture, Washington, D. C. Free.

While this handbook is prepared for Extension workers of the U. S. Department of Agriculture it will serve as a useful guide to teachers and other persons who are writing or wish to experiment with the preparation of consumer education materials for radio use. Discusses various types of programs, writing the script, the production of the program and the handling of publicity.

## **X. EXHIBITS**

1. **MAKING YOUR OWN CONSUMER EXHIBIT.** (In press.) Address: Consumers' Counsel Division, U. S. Department of Agriculture, Washington, D. C. Free.  
  
Suggests subjects for, and methods of securing and preparing materials for consumer exhibits.
2. **A CONSUMER EDUCATION EXHIBIT,** by Loda Mae Davis, San Mateo Junior College, San Mateo, California. Consumer Education Service, Misc. Publ., Series 3, No. 4, December 1938, pp. 2-5. Single copies of this issue may be secured from the American Home Economics Association, 620 Mills Building, Washington, D. C. 15c.

Describes a consumer exhibit prepared by a class in consumer education at San Mateo Junior College in cooperation with the local branch of the American Association of University Women and the San Mateo Public Library.

3. ARE YOU PLANNING AN EXHIBIT, by Mrs. T. H. Hazlehurst, Bethlehem, Pennsylvania. Address: American Association of University Women, 1634 Eye Street N. W., Washington, D. C. 25c.

Presents suggestions for a consumer exhibit based on the experience of the Bethlehem, Pennsylvania, branch of the American Association of University Women, with such an exhibit.

4. MAKING YOUR OWN CONSUMER BULLETIN BOARD. (In press.) Address: Consumers' Counsel Division, U. S. Department of Agriculture, Washington, D. C. Free.

5. TOMORROW'S CITIZEN. 1940, pp. 31, mimeo. Address: American Association of University Women, 1634 Eye Street N. W., Washington, D. C. 25c.

This bulletin gives a description of an exhibit on the social and civic problems of Washington, D. C., sponsored by the local branch of the American Association of University Women. Gives general suggestions for the planning, design, and building of exhibits. Also gives suggestions on committees needed to handle an exhibit, and on publicity. On page 13 there is a brief description of the consumers' section of the exhibit which was prepared by the Consumers' Counsel Division.

## **XI. CONSUMER PLAYLETS**

1. A BARGAIN IN SHEETS, by Mary Elizabeth Rust. Reprint from Journal of Home Economics, Vol. 27, No. 1, January 1935, pp. 26-28. Address: American Home Economics Association, Mills Building, Washington, D. C. 10c.

A short playlet for three characters depicting some of the problems encountered by consumers in buying sheets.

2. SHOPPERS' HEYDAY, prepared by the A. A. U. W. Consumer Study Group, Decatur, Ill. pp. 13, mimeo.



Address: American Association of University Women, 1634 Eye Street N. W., Washington, D. C. 10c.

A playlet for seven characters presenting in four scenes problems in buying canned foods, meats, hosiery, and beauty aids and cosmetics.

## **XII. CONFERENCE PROCEEDINGS**

1. **NEXT STEPS IN CONSUMER EDUCATION**, Proceedings of the First National Conference on Consumer Education. Held at the Institute for Consumer Education, Stephens College, Columbia, Mo., April 3-5, 1939. Pp. 189. Out of print; available in some libraries.

Presents a discussion of some of the major problems in the field of consumer education. Considers how far education can solve consumer problems; choosing, using and improving consumer education materials; types of materials needed for special groups; and relations between consumer education and other subject matter fields.

2. **BUSINESS-CONSUMER RELATIONS CONFERENCE ON ADVERTISING AND SELLING PRACTICES**. June 5-6, 1939, pp. 115. Address: National Better Business Bureau, Chrysler Building, New York, N. Y. \$3.75.

Over one hundred business, consumer, government and educational organizations in the United States and Canada participated in this conference called by the National Association of Better Business Bureaus. Leaders reported the view points of various groups on: (1) what consumers want, and (2) what educators, government and business are doing to meet these demands.

3. **MAKING CONSUMER EDUCATION EFFECTIVE**. 1940, pp. 253. Address: Institute for Consumer Education, Stephens College, Columbia, Mo. \$1.00.

The proceedings of the Second National Conference on Consumer Education, held at Stephens College, April 1-3. Addresses are grouped under the following main divisions: "Special Approaches to Consumer Education" (i. e. Labor, Better Business Bureaus, and Cooperatives); "What Should Be Taught About Advertising in a Consumer Course," "What Is Consumer Education?," "Vitalizing Economic Education," "Commodity Information for Teachers," and "Current Economic Issues of Interest to Consumers." Summarizes the discussions of 18 round table groups which considered a wide variety of problems relating to consumer education.

4. PROCEEDINGS OF THE SECOND CONFERENCE ON BUSINESS-CONSUMER RELATIONS. May 13-14, 1940, pp. 134. Address: National Better Business Bureau, Chrysler Building, New York, N. Y. \$2.50.

Presents discussions by leaders in the consumer movement as to what consumers want. Representatives of business outline what is already being done to help consumers. Both groups suggest possible areas of cooperation.

5. CONSUMER EDUCATION: WHY AND HOW. Bulletin No. 75. 1940, pp. 40, mimeo. Address: Curriculum Laboratory, George Peabody College for Teachers, Nashville, Tenn. 25c.

Proceedings of a conference on consumer education held at George Peabody College for Teachers, May 17-18, 1940. The report is divided into sections corresponding to the major themes of the conference, Basic Questions in Consumer Education, and Current Practice in Consumer Education. The following addresses are included in the first section: Why Consumer Education, What Is Consumer Education?, The Education of Consumers Through Schools and Colleges, and The Objectives of Consumer Education. In the second section are: Consumer Education in Secondary Schools, Consumer Education and the Federal Government, and Current Practice in Consumer Education in Liberal Arts Colleges. A summary of group discussions relating to the contribution of various subject matter fields to consumer education is included.

6. PROCEEDINGS OF A CONFERENCE ON CONSUMER EDUCATION. 1940, pp. 57, mimeo. Address: Williamsport Education Association, Curtin Junior High School, Williamsport, Pa. 35c.

Contains addresses and summaries of the discussions at a conference on consumer education sponsored by the Williamsport Education Association, June 24, 1940. Major topics discussed were the consumer movement, why and how it developed; to what extent can consumer education solve consumer problems; what should be the qualifications of teachers of consumer education; where shall consumer education be taught in the public schools; retailer activities in the consumer movement; and what consumers need to know about agricultural problems.

7. CONSUMER EDUCATION FOR LIFE PROBLEMS. Proceedings of the Third National Conference on Consumer Education, April 7-9, 1941. Address: Institute for Consumer Education, Stephens College, Columbia, Missouri. \$1.50.

### **XIII. SURVEYS OF CONSUMER EDUCATION**

Reports on the studies listed below have appeared in professional journals or other publications. The Consumers' Counsel Division maintains an index of other graduate studies and surveys which have not been published. A copy of this list will be sent without charge to those requesting it. In order to keep this list up to date the Division would like to receive notice of other studies and projects which have been completed, or are in progress.

*(Arranged Chronologically)*

1. **ECONOMICS FOR CHILDREN**, by Edgar Dale. Educational Research Bulletin, Vol. 9, No. 14, October 8, 1930, pp. 381-384.

A limited survey of the buying habits of elementary school children gathered by investigators who observed their actual purchasing activities in grocery stores.

2. **CONSUMER EDUCATION IN THE SECONDARY SCHOOL**, by Leonard V. Koos, University of Chicago. School Review, Vol. 42, No. 10, December 1934, pp. 737-750.

Reports on the nature and extent of consumer education in secondary schools as revealed by a study of the content of selected text books in social science by Richard O. Niehoff, and by an analysis of 12 additional secondary school text books representing varied subject matter fields.

3. **SURVEY OF TWENTY-EIGHT COURSES IN CONSUMPTION**, by Henry Harap. School Review, Vol. 43, September 1935, pp. 497-507.

This report reviews the content and methods of consumer courses of 13 colleges, 10 secondary schools, two adult study groups, and and in three text books.

4. **STATUS OF CONSUMER EDUCATION**, by B. J. Rivett. Curriculum Journal, Vol. 8, No. 7, November 1937, pp. 316-318.

Findings are based on a questionnaire survey of secondary schools in 20 States conducted by the Committee on Status and Trends of Curricula of the North Central Association of Colleges and Secondary Schools.

5. CONSUMER BUYING EDUCATION IN CALIFORNIA SECONDARY SCHOOLS, by John B. Thomas. *School Review*, Vol. 46, No. 3, March 1938, pp. 191-195.

Based on an unpublished master's thesis, Leland Stanford Junior University, 1937. This report covers (1) the opinions of school officials with regard to the organization of and practices in consumer-buying instruction, and (2) the actual status of consumer education in 196 California secondary schools.

6. CHILDREN'S EXPERIENCES WITH MONEY, by Ruth Wood Gavian. *Social Education*, Vol. 2, No. 3, March 1938, pp. 166-168.

Based on results of a question-sheet administered to grade school children in the 1937 Summer Demonstration School, Columbia University. Report centers around the children's attitudes and experiences with regard to allowances and spending, earning, giving and participating in family decisions concerning money matters.

7. SEVENTY-ONE COURSES IN CONSUMPTION, by Henry Harap. *School Review*, Vol. 46, October 1938, pp. 577-596.

A study of the content and methods of consumer courses in 34 secondary schools, 27 colleges, and 10 adult study groups.

8. CONSUMER EDUCATION IN NORTH-CENTRAL SCHOOLS, by B. J. Rivett. *North-Central Association Quarterly*, Vol. 13, No. 4, April 1939, pp. 534-540.

A survey of consumer education in secondary schools conducted by the Committee on Status and Trends of Curricula of the North Central Association of Colleges and Secondary Schools. Replies were received from 486 schools representing every state in the North Central territory. (See item 4 for report of a previous survey covering this same area.)

9. A NEW CONSUMER GROWS UP, by James E. Mendenhall and C. Maurice Wieting. *Retailing, Executive Edition*, Vol. 11, No. 16, April 17, 1939, pp. 6.

State courses of study for elementary and secondary schools, recent high-school textbooks and college catalogues were examined to determine to what extent consumer problems were considered.

10. THE DEMANDS OF THE BUSINESS MAN, by Robert E. Finch. *Ohio Schools*, Vol. 17, No. 9, Nov. 1939, pp. 422-423.



The author addressed letters to 200 businessmen inquiring "if they thought the public school should train the student in the intelligent buying of goods and services offered by business." Conclusion: "Almost without exception, the answer was definitely, 'yes'." The article quotes pertinent excerpts from the replies.

11. ECONOMIC EDUCATION IN THE ELEMENTARY SCHOOL, by Ruth Wood Gavian. Curriculum Journal, Vol. 11, No. 1, January, 1940, pp. 11-14.

A discussion of the objectives and phases of economic education in elementary school, based on an analysis of seventeen state and five city courses of study. Much of the practical economic education at this level deals with consumer problems.

12. CONSUMER MOVEMENT—A CHALLENGE TO ADVERTISING, by Kenneth Dameron. The Retail Executive, Vol. 12, No. 21, May 22, 1940, page 10 of special section titled, "The Consumer Wants To Know."

Analyzes facts about meetings of consumer groups on the basis of accounts carried in the daily press. The period covered is October 15, 1939, to May 6, 1940. The information is analyzed according to (1) the location of the meeting, (2) subject or purpose of the meeting, and (3) the affiliation of speakers appearing upon the programs.

13. GIVE US MORE FACTS IN ADVERTISING AND SELLING, by Harry Deane Wolfe. The Retail Executive, July 3, 1940, pp. 2-3, 9.

This report might be considered a survey of the results of adult consumer education. Questionnaires were filled out by 1,127 members of social and professional women's clubs located in Northern Ohio. Questions were designed to secure information on the extent of their participation in consumer education activities and their attitudes on certain consumer problems.

14. COLLEGE COURSES IN CONSUMPTION, by Alpheus R. Marshall. Journal of Marketing, July, 1940, pp. 26-34.

Content of 388 courses in consumption offered in 112 colleges and universities is analyzed.

15. THE SCHOOL CURRICULUM AND ECONOMIC IMPROVEMENT. A Progress Report of the First Year of an Experiment in Applied Economics, by Maurice F. Seay and Harold F. Clark. Bulletin of the Bureau of School Service, Vol. XIII, No. 1. 1940, pp. 121. Address: College of

Education, University of Kentucky, Lexington, Ky. 50c.

Describes the objectives, methods and procedures of an experiment in a group of one-teacher schools in selected communities of Kentucky to determine to what extent the diet practices of a community may be improved through the introduction of instructional materials concerning food and related topics into the elementary school curriculum.

16. SURVEY OF OPINION ON CONSUMER EDUCATION, by Clyde B. Edgeworth, Supervisor of Commercial Education, Baltimore, Md. The Balance Sheet, Vol. 22, No. 5, January 1941, pp. 212-213.

Summarizes the findings of a survey conducted in 1939 to get a cross section of community opinion on consumer education in Baltimore, Md. The questionnaire covered 14 broad topics of interest to course-of-study committees in consumer education.

#### **XIV. MATERIALS ON THE CONSUMER MOVEMENT**

1. HOW FAR CAN EDUCATION SOLVE CONSUMER PROBLEMS, by D. E. Montgomery, Consumers' Counsel. Reprint of an address given before the First National Conference on Consumer Education, Stephens College, Columbia, Mo., April 3, 1939. Pp. 12, mimeo. Address: Consumers' Counsel Division, U. S. Department of Agriculture, Washington, D. C. Free.

Analyzes the responsibility and some of the difficulties of education in training consumers to (1) spend their money intelligently, (2) promote their common economic interests through direct group action, and (3) exert their influence upon government to assure that their interests will be given due regard in governmental decisions. Emphasizes that education alone cannot solve these problems, which require the cooperative efforts of independent organizations and government agencies.

2. THE CONSUMER MOVEMENT IN AMERICA, 1940, by Esther Cole Franklin. Contemporary America, Vol. 1, No. 4, February 1940, pp. 30, mimeo. Address: American Association of University Women, 1634 Eye Street, N. W., Washington, D. C. 20c.

Discusses types of consumer organizations, the need for education on consumer problems, and the activities of the American Association of University Women in the field of consumer education.

3. LABELING THE CONSUMER MOVEMENT, by Werner K. Gabler. 1939, pp. 58 plus a 45-page mimeographed supplement. Address: American Retail Federation, 1627 K Street, N. W., Washington, D. C. 50c.

Discusses the nature and origins of the consumer movement, types of consumer organizations, consumer activities of government agencies, and efforts on the part of retailers to meet the demands of the consumer movement. The 45-page mimeographed supplement gives detailed information on consumer organizations.

4. CONSUMER REPRESENTATION IN THE NEW DEAL, by Persia Campbell. 1940, pp. 298. Address: Columbia University Press, Columbia University, New York, N. Y. \$3.25.

A study of Federal agencies set up between 1933 and 1940 to represent the consumer interest.

5. THE CONSUMER MOVEMENT: What It Is and What It Means, by Helen Sorenson. 1941, pp. 245. Address: Harper and Bros., New York, N. Y. \$2.50.

An analysis of the consumer movement, its development and its economic and social significance. Describes the contributions to the movement of privately organized groups, consumer educators, general organizations having consumer objectives, cooperatives and business. Includes a classified directory of organizations working for consumer welfare. Publication sponsored by the Institute for Consumer Education.

6. THE CONSUMER MOVEMENT, by Kenneth Dameron, Harvard Business Review, Vol. 17, No. 3, Spring 1939, pp. 271-289. Address: Harvard Business School, Soldiers Field, Boston, Mass. Charges for single copies of the issue containing this article, \$1.25.

Describes the consumer movement, its nature and causes, and reviews its economic implications. Presents an appraisal of the activities of private, professional, business, governmental, consumer, and other organizations in this field.

7. WHAT ABOUT THE CONSUMER MOVEMENT? Reprint from Advertising Age, June 1940, pp. 6. Address: Advertising Age, 100 East Ohio St., Chicago, Illinois. 10c.

*Advertising Age* also issues a 42 page booklet reprinting all of the articles dealing with consumer news which appeared in its columns during 1939 and 1940. This booklet sells for \$1.00 and includes the reprint *What About the Consumer Movement?*

An editorial analysis of the background of the consumer movement. The first section consists of excerpts from statements representing different viewpoints on the consumer movement. The second section analyzes the major organizations in the field.

8. THE CONSUMER MOVEMENT, reprint from *Business Week*, April 22, 1939, pp. 40-52. Address: *Business Week*, 330 West 42nd Street, New York, N. Y. 10c.

"The study is an effort to answer the questions about the consumer movement which business men are asking and to provide a directory of the movement for executives who want to do something about it. This is a study of organized discontent, a discontent of consumers in the things they buy and the way some things are sold to them."

## **XV. SOURCES OF INFORMATION**

### *(A) Current Publications*

1. CONSUMER'S GUIDE (see item 1 under Federal Government Agencies, p. 1). This publication carries from time to time a Consumers' Bookshelf section which lists new consumer publications issued by the U. S. Department of Agriculture and other sources.
2. CONSUMER EDUCATION SERVICE. Published monthly from September to June by the American Home Economics Association, 620 Mills Building, Washington, D. C. \$1.00. Mrs. Harriet R. Howe, in charge.

A mimeographed service for teachers and others interested in following current activities which bear upon consumer education. Consists of three news letters and nine miscellany, and covers notices of new publications and news of the consumer movement; of government services to consumers; business-consumer relationships; progress in standardization, grades and labeling; legislation; trends in distribution; trade promotion; the cooperative movement, etc.



3. CONSUMER EDUCATION NEWS LETTER, published monthly except July, August, and September by the Institute for Consumer Education, Stephens College, Columbia, Mo. Joseph Melia, Editor; John M. Cassels, Director. 25c per year.

Reviews activities affecting consumers, and matters of interest to workers in the field of consumer education. Books, pamphlets, and magazine articles on consumer problems are listed.

4. CONSUMER EDUCATION JOURNAL. Address: Consumer Education Association, 45 Sunnyside Ave., Brooklyn, N. Y. 25c an issue, \$1.00 a year.

Official quarterly publication of the Consumer Education Association. Contains articles on various phases of consumer education, a section reviewing books and other publications, and notices of activities of interest to consumer educators.

## *(B) Bibliographies*

1. CONSUMERS' BOOKSHELF. Consumers' Counsel Series Publication No. 4. 1937, pp. 100. Address: Superintendent of Documents, Washington, D. C. 15c.

An annotated bibliography of free or low-cost publications on the buying of clothing and textiles, food, household equipment, and other commodities. Other sections are: budgeting, consumer credit, exhibit material, plans for medical care, home maintenance and repair, home planning, standards, grades, labels, and aids to teachers of consumer education. Supplements are issued free from time to time by the Consumers' Counsel Division, U. S. Department of Agriculture, Washington, D. C.

2. COOPERATIVE BOOKSHELF. Consumers' Counsel Series Publication No. 3. 1937, pp. 13. Address: Superintendent of Documents, Washington, D. C. 5c.

An annotated bibliography of Federal Government publications on consumers' cooperation.

3. BIBLIOGRAPHY ON CONSUMER EDUCATION, by George C. Mann. 1939, pp. 286. Address: Harper and Brothers, New York, N. Y. \$4.00.

Classifies 1,981 publications under the following main divisions: (1) consumer economics, (2) information on purchasing, (3) teaching consumer education, (4) references, and (5) commercial materials. There is an author and a subject index.

4. BRIEF GUIDE TO CONSUMER LITERATURE, by Loeta Lois Johns. 1940, pp. 13, mimeo. Address: Institute for Consumer Education, Stephens College, Columbia, Mo. 5c.

An unannotated bibliography of books dealing with consumption.

5. REFERENCES ON CONSUMER EDUCATION AND THE PUBLIC SCHOOLS. January 1940, pp. 3, mimeo. Address: Research Division, National Education Association, 1201 16th Street, N. W., Washington, D. C. Limited supply, single copies available free of charge to public school teachers.

An unannotated list of 45 recent magazine articles on consumer education.

6. SOURCES OF SUPPLEMENTARY MATERIALS FOR COURSES IN CONSUMER EDUCATION, by Paul L. Salsgiver. Monograph 50. 1940, pp. 61. Address: South-Western Publishing Co., Cincinnati, Ohio. Free to schools, 50 cents to others.

Gives brief statements of the purposes, activities, management and control of 57 governmental and private agencies of various types; and describes some of their publications illustrative of the materials available from them for teachers of consumer education.

7. WEEKLY LIST OF SELECTED UNITED STATES GOVERNMENT PUBLICATIONS, issued by Superintendent of Documents, United States Government Printing Office, Washington, D. C. Free.

Lists all Government publications for public distribution through the Superintendent of Documents. A good means of locating Government publications of special interest to consumers and teachers of consumer education.

8. CONSUMER KNOWLEDGE BUILDS DEFENSE. Consumer Division Bulletin No. 11. 1941, pp. 62. Address: Consumer Division, Office of Price Administration and Civilian Supply, Washington, D. C. Free.

An annotated bibliography of free or inexpensive, nontechnical pamphlet materials of particular value to individuals and consumer

groups interested in relating their activities to National Defense. Lists many publications giving information on consumer goods and services and on the programs of governmental and other agencies rendering aids to the consumer.

9. HOUSING BIBLIOGRAPHY, by Loeta Johns and Earline Scott. 1940, pp. 45, mimeo. Address: Institute for Consumer Education, Stephens College, Columbia, Mo. 15c.

An annotated list of recent materials on housing and related problems. Includes books, pamphlets, magazine articles, newspaper items and reprints, periodicals, study outlines, films, plays, maps, radio programs, and bibliographies.

10. A LIST OF FREE AND INEXPENSIVE TEACHING MATERIALS. W. P. A. Technical Series, Community Service Circular No. 8, Education Circular No. 3. 1940, pp. 131, mimeo. Address: Educational and Training Section, Division of Professional and Service Projects, Works Projects Administration, Washington, D. C. Free to teachers.  
A bibliography of free and low-cost pamphlets, booklets, and visual materials for use in adult education classes. Includes sections on consumer education and other related fields.

11. GOOD REFERENCES FOR CONSERVATION EDUCATION IN ELEMENTARY SCHOOLS, compiled by Effie G. Bathurst and Ellen L. Anderson. Bibliography No. 70. 1938, pp. 16. Address: U. S. Office of Education, Federal Security Agency, Washington, D. C. Free.

12. GOOD REFERENCES FOR CONSERVATION EDUCATION IN SECONDARY SCHOOLS, compiled by Ellen L. Anderson and Effie G. Bathurst. Bibliography No. 55. 1938, pp. 16. Address: U. S. Office of Education, Federal Security Agency, Washington, D. C. Free.

## APPENDIX

### *Additional Publications of the Consumers' Counsel Division*

1. ADDRESSES BY D. E. MONTGOMERY, CONSUMERS' COUNSEL.  
Single copies of these addresses may be secured upon

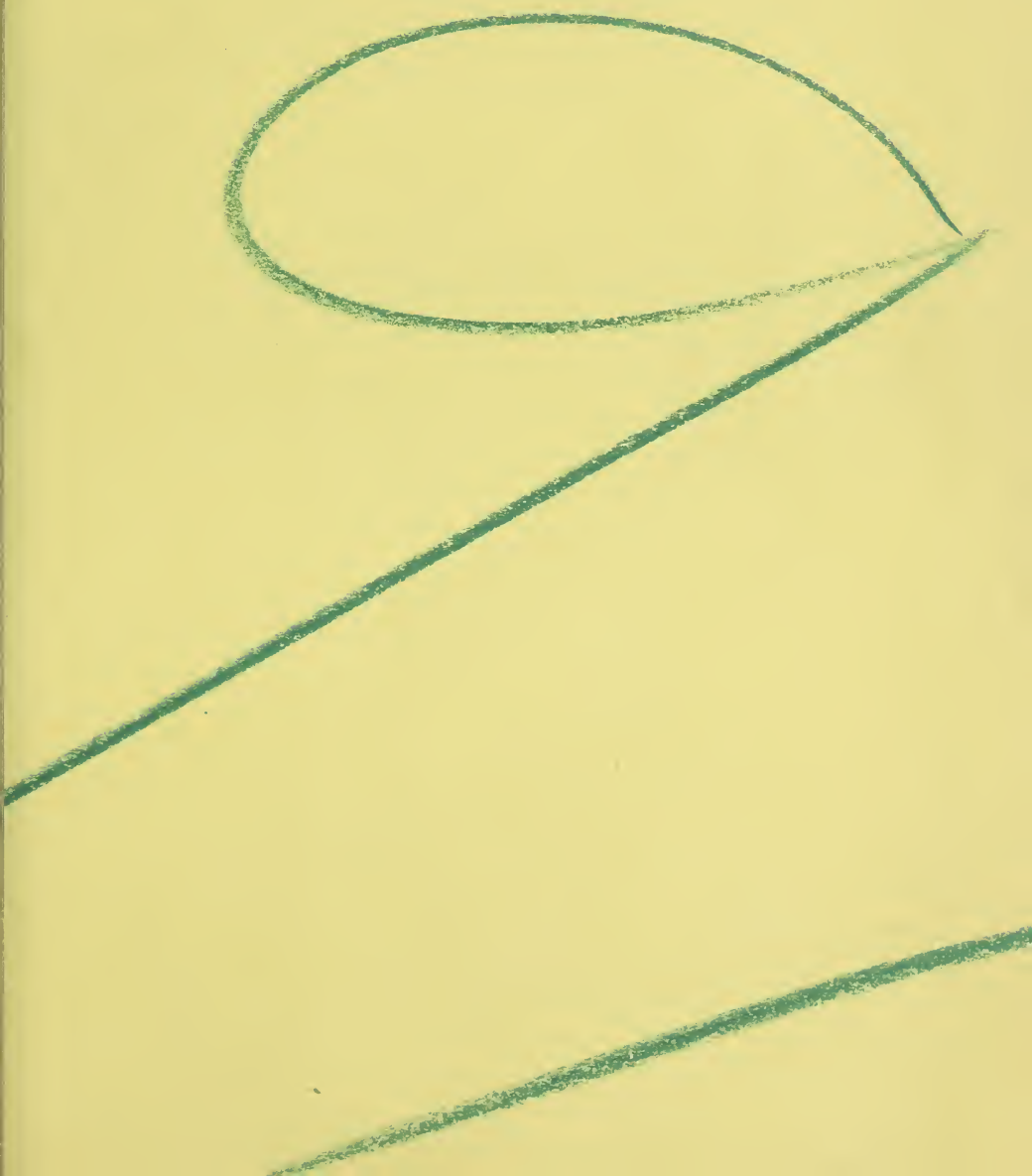
request from the Consumers' Counsel Division, U. S. Department of Agriculture, Washington, D. C.

The Consumer Movement and the Farmer.  
The Consumer Looks at Competition.  
Are We All Consumers?  
Available Federal Grading Services.  
Consumer Education in the Schools.  
How Far Can Education Solve Consumer Problems?  
The Value of Marketing Research to Household Consumer.  
A Job for Cooperators.  
Distribution of Farm Products.  
Looking Ahead on the Consumer Program.  
Educated Consumers Make Better Citizens.  
Statement Presented at Hearing Before the Temporary National Economic Committee on "Problems of the Consumer."  
Consumer Standards and Marketing.  
50th Anniversary Sherman Anti-Trust Law.  
Role of the Consumer in Farm Prosperity.  
What's Ahead for Consumers?

2. CONSUMERS' GUIDE REPRINTS. Address: Consumers' Counsel Division, U. S. Department of Agriculture, Washington, D. C. Single copies of these reprints will be sent free upon request:

Should Consumers Unite?  
Rayon Comes of Age.  
Keeping Consumer Accounts.  
Meat Grades at Your Service.  
Producer Goals and Consumer Goals.  
Washakie Consumers Try Cooperative Diet Planning.  
A Quiz on Ice Cream.  
When You Buy Apples.  
Inside the Coffee Pot.  
Standardizing Standards.  
Margarine Takes the Hurdles.  
Simple as ABC (Grade labeling of canned goods).  
Finishing Your Floors and Cleaning Your Walls.  
On the Spot.  
Tips for Rug Buyers.  
An Experiment in Better Nutrition.  
Shopping for Paint.  
Banish the Bugs.





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